

**Solar America Initiative
Technology Acceptance Technical Exchange Meeting
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Market Expansion Breakout Group B

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What is your best idea for market expansion?

- Integrate energy planning into growth planning at state and local level.
- There is a Federal role in working with state governments and local partnerships that are offering incentives, and using these governments as examples when proselytizing to other governments.
- Facilitate large-scale procurement in government agencies, like what been occurring with the Department of Defense.
- Opportunities in emergency preparedness sector to take advantage of Department of Homeland Security resources. For example, the Federal Energy Management Agency buying equipment for disaster response for base camps, but the equipment is not PV. It is hard for the private sector to cut through specifications for procurement.
- Raise the profile of solar among utilities, homeland security, governors, city leaders, as a way to address outages and power security.
- The Department of Energy needs to focus on decision-maker audiences (like regulators and city planners), not purchasing audiences.
- Focusing too much on emergency response niche may hurt larger program goals, since people will ignore it as a full-time application; this niche market may also just be a passing fad.
- Wastewater treatment plants: These would be full-time applications that also serve the backup needs that the government is spending money to address through other means. For example, 490 million gallons of waste was dumped into rivers during the 2003 blackout in New York City because diesel generators at wastewater treatment plants failed.
- State growth plans don't address renewable energy; also state-level water issues are important opportunities because renewables save water.
- The Department of Energy should become a clearinghouse of information about the externality benefits of PV's; The National Renewable Energy Laboratory is already doing this to some extent. There is a need to populate databases and perform more analysis to make the data more accessible. Also, highlight examples of net metering being a source of revenue for investors.
- Do a better job of targeting the Department of Energy education funding towards decision-makers that matter. Outreach to these groups to spread the word about the Department of Energy's educational resources on PV is important.

What are the better ways to push the market?

- There is too much focus on niche markets. Industry is a lot better at finding niche markets than government is. The Department of Energy should focus more on larger demand, not detailed niche markets. Credibility is a big issue for government in determining good niche markets. The Department of Energy needs to be focused on larger markets and have more open-ended funding, leaving the market to develop on its own.
- Focusing on niche markets is OK, since these markets are very large. For example, wastewater treatment uses a huge amount of energy.
- Set up a “trade mission”-type exhibit that can be used at trade associations.
- Federal government is a big market opportunity for renewables; we need to do a better job of targeting this market.
- Look at how to best leverage the Department of Energy money to get decision-makers to support distributed applications.
- When doing outreach at trade associations, do a better job of tailoring the presentation so that it highlights benefits for the trade group. Make it easier for them to take action.
- The Federal government needs to buy more solar itself to give greater credibility when it goes to state and local governments and tells them to buy solar.
- When selling to government, wind has an advantage when it is viewed as a wholesale purchase, while solar’s cost benefits are more apparent when the cost comparison is made at the retail level. Also, solar has more visibility than wind. Do a power purchase agreement directly with a large customer or government entity.
- Giving information about the benefits of solar is very successful when information is provided very clearly and concisely. The Database for State Incentives for Renewable Energy (DSIRE) and PVWatts are good examples of success in this area.
- Building developers/building code inspectors are an important set of decision makers. The Department of Energy should target building developers and building code people to address wind load issues, especially in the Southeast. Local people need the information for these projects to go forward.

How should we decide what technical assistance projects to pursue? Should we make the Department of Energy assistance available to only large applications or small applications also?

- A standardized packet of information that can be distributed, as with technical training for building people would be helpful.
- Find a decision-maker body first, like the National Association of Mayors, when going after cities. The example of getting critical mass in wineries was given. Once enough did it, they all started switching over. It happened because they talked to their trade agency first, then they all started doing it.
- A peer-matching program is used in the utility sector. It is used to get other utilities on board. It has case studies of utilities that have already gone solar, and

an interested utility goes to the website and finds someone else who has done it, then calls that utility to find out what they did and why they did it. It is also cheap, since champions are willing to give their information for free and other utilities are interested in getting it. The important thing was figuring out who to communicate with and how to communicate with them—have one Chief Executive Officer go to the Chief Executive Officer of another utility.

- Targeting cities is a good idea. How can we leverage cities? Leverage the decision-makers by saying we will work with state and other groups to create a partnership that goes all the way down to the local level. People also want local technical assistance, so we need to form alliance with local groups.
- There is concern that demand for PV is already outstripping supply, so it was questioned whether this is the right time to be pushing demand. Within two to four years, supply issues will be resolved and additional demand will be crucial to supporting larger investments in production capacity. Also, the projects we are talking about to boost demand are longer-term.

Other Ideas?

- Do a better job of targeting the Department of Energy education funding towards decision-makers that matter. Do outreach to these groups to spread the word about the Department of Energy's educational resources on PVs.
- A larger Match.com type site for utilities, builders, architects, etc., where people who are interested can go and look up people in their field who have gone solar already, would be helpful
- Go after large national chains like Wal-Mart.